



The [Club Matters website](#) has lots of information, resources and downloads to help sports clubs. The four tables below identify the main pages under the [People](#) section of the Club Matters website and illustrates some of the reasons clubs may want to access the information available.

To help clubs find the support they need, this short guide provides top tips and direct links to the relevant resources.

Please note that in order to access some of the links below you will need to be registered and logged in to the Club Matters website.

VOLUNTEERS



Scenario

A club is struggling with a lack of volunteers or volunteers leave after only spending a short time at the club...



Top tips

- Understand what motivates volunteers
- A skills matrix can help clubs work out which skills they might be lacking
- Clearly defined roles and responsibilities will give volunteers confidence and ensure they aren't taking on too much
- Give recognition for volunteers work



Links

[Finding volunteers](#) • [Keeping volunteers](#) • [Developing volunteers](#) • [Leadership Effective communication](#) • [Delegation](#)

PLAYERS AND PARTICIPANTS



Scenario

A club is looking to attract and retain more players and participants...



Top tips

- Understand the different motivations for participating in sport
- Think about potential new members and what they want from the club
- Have a clear idea of the type and level of players and participants you want to attract e.g. recreational or performance
- Understand what current members love about your club and sell this to others



Links

[Members and participants](#) • [Understanding your market](#)
[Understanding people's motivations](#)

COACHES



Scenario

A club has members or players interested in finding out more about coaching...



Top tips

- Understand the coaching needs of your club by considering size, number of participants and level of play
- Look into potential bursaries or funding available through your CSP or NGB
- Ensure coaches have the appropriate and up-to-date qualifications



Links

[Coaches](#) • [How to become a coach](#) • [Sports Coach UK](#)

INCLUSIVITY



Scenario

A club is worried that it's not being as inclusive as it could be...



Top tips

- Encourage a variety of individuals to get involved and have a voice at committee level
- Simple changes, such as being flexible with training times and kit requirements will allow more people to participate in the club
- Create an equity policy



Links

[Inclusivity](#) • [Disability](#) • [The Inclusion Hub](#)